



WORLDCOM PUBLIC RELATIONS GROUP PARTNERS APPLAUD THE NEW “DISLIKE” BUTTON ANNOUNCED BY FACEBOOK

Second Installment of VoxPopMe-Powered “Issues Insights” Reveals Social Network is Still Relevant in Digital Media Strategies

NEW YORK – September 22, 2015 – A survey conducted by The Worldcom Public Relations Group, a global partnership of the most experienced independent public relations firms in the world, revealed that 75 percent of its Americas Region partners supported the addition of a “dislike” feature to Facebook as it relates to client communications and engagement campaigns.

VoxPopMe, a powerful video platform that allows brands to capture instantaneous feedback from any audience, enabled the Worldcom Public Relations Group to collect real-time perspectives and opinions from its leaders on the significance and potential PR and brand implications of a Facebook “dislike” feature. A compilation of the video responses is available for viewing by visiting the following link:

<https://youtu.be/X24PP4hzUC0>.

The survey also revealed that the majority of respondents still view Facebook as a key channel for digital media strategies with 87 percent of respondents considering the social platform as an important component of a digital marketing strategy. However, 56 percent of respondents saw Facebook’s announcement on the company’s intention to develop the new feature as an effort by the social network to stay relevant in the face of Snapchat’s recent release of enhanced features.

“Our partners found the dislike feature a natural evolution by Facebook, as it now allows brands to collect more unvarnished data,” said Jonathan Bloom, marketing chair of Worldcom Public Relations Group Americas Region and CEO of McGrath/Power Public Relations & Communications, San Jose, Calif. “We think the feature will provide another tool to help better tailor content that resonates with consumers and target audiences.”

About The Worldcom Public Relations Group

The Worldcom Public Relations Group is the world’s leading partnership of independently owned public relations firms, with 143 offices employing some 2,000 staff in 115 cities across six continents. In total, Worldcom partners reported combined revenue of US\$288 million last year from 3,034 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and

multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. www.worldcomgroup.com

Connect with Worldcom PR Group on [Facebook](#) and [LinkedIn](#).

Media Contact:

Allyson Scott

McGrath/Power Public Relations & Communications

(408) 727-0351

AllysonScott@mcgrathpower.com